
Community Service: Communication in Digital Era: Business Presentations and Their Relevance in the Workplace

**Vinny Stephanie Hidayat¹, Verani Carolina², Rini Handayani³, Herman Kambono⁴,
I Nyoman Agus Wijaya⁵, Sinta Setiana⁶, Tan Kwang En⁷, Vicky Putra Surifran⁸**
^{1, 2, 3, 4, 5, 6, 7, 8} Program Studi Akuntansi, Fakultas Bisnis, Universitas Kristen Maranatha, Jl. Surya Sumantri
No 65, Bandung - Jawa Barat, 40164 - Indonesia
*E-mail corresponding author: vinny.tan@yahoo.co.id

Received: 22 Oktober 2023; Revised: 20 November 2023; Accepted: 07 Desember 2023

Abstract: For GJKI Andir Bandung members, a community service event with the topic "Communication in Digital Era" was held on October 14, 2023, and 60 people attended. This community service project aims to improve the younger generation's comprehension of business communication and how to deliver business presentations effectively in front of an audience. "Speak Up: Changing the World By Talking" was the title of the presentational material. Counseling, group business communication exercises, business presentation exercises, conversations, and question-and-answer sessions are all used to carry out this activity. After taking part in this service activity, it can be said that the participants have a better understanding of the concept of business communication and can make straightforward business presentations.

Keywords: Business communication; business presentation; digital age.

DOI: 10.30653/jppm.v9i1.717

1. INTRODUCTION

Business is expanding quickly in this digital age since everyone may conduct transactions at anytime and anyplace without restrictions on location or time. Business communication skills are undoubtedly crucial to have in order to grow a company. Without effective business communication skills, business professionals cannot market their products to consumers in a way that maximizes sales. The development, exploitation, and marketing of innovation, as well as the way ideas are formed and the entrepreneurial process is conducted, have all been impacted by digital technology (Omoredede, 2023). One of the most crucial management tools a business can use to create effective teams and achieve high performance is communication. management and communication are complementary skills that are essential for company success (Bucăța & Rizescu, 2017).

Communication between employees inside an organization and across company networks is facilitated by the use of business communication information and communication technologies. There are many various types of technologies out there, ranging from straightforward ones like portal solutions, unified communications, and collaborative platforms to more complex ones like the telephone, fax, email, and messaging. Among the most important tools for management Effective communication is essential for teams within a business to grow and succeed. Since management and communication are fields that complement one another, they are reliable market contributors to performance. No organization will flourish or develop a reputation without excellent communication abilities; hence a manager needs to be a skilled communicator (Harshita et al., 2023).

Information is always flowing throughout business communications. It is impossible to complete management tasks without excellent communication. A crucial component of business communication is feedback. Any communication that has the purpose of promoting a company, service, or organization for the purpose of making a sale is referred to as business communication. The laws, procedures, and policies of a firm must be communicated to both internal and external parties. Business communication is goal oriented. Business communication is governed by a set of standards and guidelines. Early corporate communication was restricted to written correspondence, phone calls, etc. However, with the development of technology, we now have satellite communication, cell phones, video conferencing, and emails to facilitate corporate communication. Effective business communication contributes to an organization's reputation-building efforts (Amiri & Kulkarni, 2015).

Communication, therefore, is the process of transmitting, disseminating, or passing information from one person to the other or from one place to the other. Effective communication is regarded as a learnable skill. However, it is crucial to note that information is essentially useless until it is shared with the person who will be receiving it or who will require it (Markovic & Salamzadeh, 2018).

It is clear from the discussion above that communication in the workplace, especially business presentations, is crucial. However, a lot of people are still reluctant to act (Agus, 2023).

Fear of speaking in front of an audience contributes frequently to poor and failed presentations. Poor communication skills among graduates are caused by a number of internal, external, or a combination of both factors. When it comes to the external component, students' concerns about the quantity and diversity of the audience play a significant role in presentations. Thus, students' anxiousness is the internal element that has the greatest impact on their dread of giving an oral presentation. The results show that even when students are prepared and not shy, increased nervousness increases dread and anxiety during presentations (Zaharuddin et al., 2023).

There must be preparations made in order to overcome nervousness when giving a business presentation. To ensure that the business presentation we give will be successful, preparation is required. In order to make effective business presentations, Purwanto (2003) outlined the requirement for preparation. Mastery of the subject or substance to be given comes first. The most crucial component of a presentation is preparation; without it, the presentation will suffer, and the speaker's reputation will suffer. The second is tool mastery clearly assist the presentation. Make sure you are proficient with all of the tools we employ because this will have an impact on how smoothly company presentations go. Third, consider your audience. Although not less significant, audience

analysis can help the presentation's goals be successfully met. The message and the communication style that should be used in a presentation will be influenced by the audience mix. Fourth, evaluate various presentation contexts or locations. It may be simpler to put tools if the speaker introduces the audience to the venue and surroundings of the presentation (Setiawati et al., 2018).

Public speaking is not a gift that is innate; instead, one must continually learn in order to develop this skill (Public Speaking). Fluency, emotional control, word choice, and tone of voice are all necessary while speaking in front of a large audience in public (Dewi, 2013 in Khoirun Nisaa & Naryoso, 2018). This Community Service was performed as a result. Participants in this community service project will gain confidence in public speaking by overcoming their phobias. Participants learned group communication skills throughout this session and received advice on how to deliver corporate presentations with assurance. In order to effectively communicate ideas to other parties, information is also provided on how to put together a strong corporate presentation.

There are several studies that discuss the digital era and communication. These days, the growth of marketplaces and social media as components of information technology helps with corporate operations. The pattern and map of market rivalry have also changed as a result of this transformation, becoming far more competitive. Thus, every business actor needs to be proficient in using social media and marketplaces as a strategic tool. This, however, is not the case for entrepreneurs who are just starting out or who are currently leading the way in their field. Their inability to grasp social media and marketplaces can impede their ability to grow their fledgling companies. As a result, the purpose of this community service project is to improve participants' understanding of how to use social media and markets to grow their businesses. The techniques utilized to carry out community service projects include mentorship and training aimed at enhancing understanding and knowledge. This activity refers to information technology utilization as knowledge and insight. Expanding your marketing reach is possible with the use of this information technology. Because the things being marketed are getting more exposure, using this media can also lead to greater sales (Santoso et al., 2020).

Activities have nearly completely stopped due to the Covid-19 pandemic's spread. Affected parties in Indonesia who are MSME participants include those involved in economic sector activities (Septiani et al., 2021). People's activities and presence outside the home are restricted during the Covid-19 Pandemic as a result of health protocols that are in place to lessen transmission (Rahayu et al., 2021). Particularly in light of the COVID-19 epidemic, times have changed. MSMEs need to figure out how to make commerce and production more profitable and efficient. One approach is to produce products in an astute manner. Since many people in this day and age must stay at home, digital marketing is the most effective approach to advertise things (Taufiqurrahman et al., 2021). At the moment, technological advancements and corporate development are happening so quickly in Indonesia. Whether they are in the food industry, service industry, or transportation industry, a lot of firms are still relatively new. The industrial revolution has also had a significant impact on business growth in Indonesia. 4.0, fast technological advancement and automation in many spheres of life. Because effective communication between coworkers is subpar and technology use is still lacking, many workers lack knowledge about business communication strategies in the digital era. Additionally, knowledge about business communication strategies in the digital era is still lacking, internet usage is subpar, and worker communication knowledge is still relatively low. Social media may also be considered one of the tools now in use that has the ability to raise sales targets and be used to track all promotional efforts undertaken. The community service carried out will provide coaching for participants to innovate and improve their technology-based creativity, namely training on business communication strategies in the digital era (Kremer, 2022).

2. METHOD

Counseling techniques are used in this community service. The speaker's lecture was titled "Speak Up: Changing the World By Speaking" and covered topics pertaining to business

communication and presentation. The information was distributed to 60 GJKI Andir congregations. The younger members of the congregation are the majority. Business presentations and communication techniques are also used in this community service project. Group discussions are used in business communication methods, with each member sharing ideas with his or her peers. In front of different audiences, participants were requested to give a quick presentation of their ideas. Following the speaker's presentation of the subject, there is a Q&A period.

The stages of implementing this community service are as follows:

1. Phase of Implementation

The development of the subject matter by the presenters, group interactions, straightforward business precedents, and questions and answers between speakers and participants

2. Phase of Evaluation

Speakers, committees, and everyone who participated in community service evaluated the activities. The appropriateness of the information, the speaker's delivery of the material, the procedure of asking and answering questions, the overall sequence of events, and the advantages that participants derived from taking part in this activity are among the characteristics that are examined.

3. RESULTS AND DISCUSSION

Sixteen congregations from the younger GJKI Andir age group participated in the community service. Participants were required to complete the attendance list before the activity began. Participants were prompted to complete the activity assessment form after the activity had concluded by clicking on the committee's created link. Andreas Agus, S.T., M.A., CLT, CPSP, C.ELC, CSA, delivered the presentation. "Speak Up: Changing the World by Talking" is the theme of the resource.

The information covered topics like the value of business presentations (public speaking), stage fright, difficulties of public speaking, elements that affect the success of business communication, effective body language management, and ways to boost confidence in public speaking.

After the content was presented, a hands-on workshop on business communication and straightforward business presentations was held. A number of small groups were formed from the participants. After then, participants were instructed to interact expressively with their group companions.

Participants were requested to come to the stage and speak in front of the group following the previous exercise. The subject under discussion ought to be pertinent to business communications. This is done to help participants hone their confident speaking skills. In the following section, the speaker will assess the audience and offer helpful feedback. The audience passionately questioned the presenters after the session.

The younger GJKI generation will greatly benefit from this community service project. The younger generation is one that still has a bright future, including one in the workplace. With the help of this corporate communication training, the younger generation is guided in creating a strong and accurate business presentation as well as taught how to talk in public with confidence. The younger generation may be more successful in the workplace as a result since sound business communication is necessary for effective communication of good ideas. Effective business communication will enable ideas and work to be communicated accurately, which will affect success.



Figure 1. Material presentation



Figure 2. Training in group communication



Figure 3. The participants' enthusiasm during the q&a session

Nowadays, everything is digitalized, centered around technology, and accessible through smartphones. This means that conducting business can be facilitated by utilizing these devices (Riki et al., 2022). The outcomes of this community service project align with the activity's original goals, which included enhancing participants' business presentations and business communication abilities in the digital age, particularly with regard to social media. This is consistent with previous research showing that social media and business communication abilities are critical for career and business development in the digital era.

4. CONCLUSION

The GJKI Andir congregation is passionate about this public speaking training, as seen by the community service projects that have been completed. This is evident from the quantity of people who showed up and took part in each activity. Small groups are used to train communication skills. Because people are less uptight and more comfortable expressing themselves with their partners in small groups, this is incredibly beneficial. After taking this program, members of the GJKI Andir congregation were more adept in public speaking. This is evident by the amount of people who are eager to take the stage and deliver a speech. In order to improve the participants' knowledge of public speaking and corporate communication, the speakers also provided a great deal of helpful feedback to the audience.

ACKNOWLEDGEMENT

The author would like to thank Maranatha Christian University, especially LPPM and Maranatha Christian University Accounting Study Program.

REFERENCES

- Agus, A. (2023). *Speak Up: Mengubah Dunia Dengan Bicara*.
- Amiri, M., & Kulkarni, V. V. (2015). Significance Of Communication In Business. *Indian Streams Research Journal*, 5(8), 1–10.
- Bucăța, George & Rizescu, Marius. (2017). The Role of Communication in Enhancing Work Effectiveness of an Organization. *Land Forces Academy Review*. 22. 10.1515/raft-2017-0008.
- Harshitha, S., Hussain, A., Ramachandran, M., & Saravanan, V. (2023). Benefits of Business Communication Skills and Application. *Recent Trends in Management and Commerce*, 4(2), 64–74.
- Khoirun Nisaa, Y., & Naryoso, A. (2018). Faktor-Faktor Penyebab Kecemasan dalam Menyampaikan Pidato pada Mahasiswa Peserta Kuliah Public Speaking *Departemen Ilmu Komunikasi Universitas Diponegoro. Interaksi Online*, 6(3), 286-293. Retrieved from <https://ejournal3.undip.ac.id/index.php/interaksi-online/article/view/21019>
- Kremer, H. (2022). Strategi Komunikasi Bisnis Di Era Digital. *Jurnal PADI –Pengabdian MAsyarakat Dosen Indonesia*, 5(2), 46–50.
- Markovic, M. R., & Salamzadeh, A. (2018). *The Importance of Communication in Business Management*. *EEE*, 11–28.
- Omorede, A. (2023). Business in the digital age: Digital innovation outcome, exit and the founder's start-up experience role. *Journal of the International Council for Small Business*, 4(1), 68–78.

- Rahayu, D., Maryani, E., & Gemiharto, I. (2021). Komunikasi Digital Dalam Bisnis Online Produk UMKM “SO WHAT” di Era Normal Baru. *COMMUNICATION*, 12(1), 59–68.
- Riki, Hazriyanto, Nopiana, P. R., Yuliadi, Silalahi, R. Y. B., & Hanico, A. (2022). Pelatihan Membuka Cakrawala Peluang Bisnis Era Digitalisasi pada Siswa Paket C. *ABDIRA*, 2(1), 35–44.
- Taufiqurrahman, Azis, A., Sugita, A., Aifo, A., Maulana, A. I., Auliyah, A., Sya’afatul, F., Fauziyyah, H., Maeturoh, Tegi, & Mubarak, Z. (2021). Pemberdayaan Ekonomi Masyarakat Melalui Dunia Digital di Era Covid-19. *Etos : Jurnal Pengabdian Masyarakat*, 3(1), 20–29.
- Santoso, R., Fianto, A. Y. A., & Ardianto, N. (2020). Digital Marketing for Business Development In Karang Taruna Permata Alam Permai Gedangan Sidoarjo. *Jurnal Layanan Masyarakat (Journal of Public Service)*, 4(2), 326–338.
- Septiani, J., Widaaattullah, H., Akbar, R., & Sudiarto, B. (2021). Pemanfaatan Media Sosial Untuk Bisnis Online Di Masa Pandemi Covid-19. *Prosiding Seminar Nasional Pengabdian Masyarakat LPPM UMJ*, 1–10.
- Setiawati, S. D., Purba, V., Retnasari, M., Fitriawati, D., & Ngare, F. (2018). Membangun Kemampuan Presentasi Bisnis Sebagai Upaya dalam Pengembangan Usaha Mikro Kecil Menengah. *JURNAL ABDIMAS BSI*, 1(2), 252–258.
- Zaharuddin, A. M., Ammar, A., Almuddin, A., Ramli, N. A., & Rahmat, N. H. (2023). Exploring the Factors for Successful Oral Presentation and The Source of Fear. *International Journal of Academic Research in Business & Social Sciences*, 13(3), 490–513.